

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

1 Claim 2 (currently amended): A system including one or
2 more computers on a network for automatically targeting
3 Web-based advertisements, the system comprising:
4 an indexer to identify advertisements relative to a
5 query, wherein identified advertisements describe
6 characteristics relative to at least one of a product and
7 a service;
8 a scorer to score the advertisements according to
9 match between the query and the characteristics of the
10 identified advertisements;
11 an advertising creative generator to generate an
12 advertising creative, based on at least the
13 characteristics of at least one such identified
14 advertisement, to include in the corresponding
15 advertisement; and
16 a targeting component to provide at least some of
17 the advertisements as Web-based content,
18 wherein a numerical score is assigned to the
19 identified advertisements based on a degree of the match.

1 Claim 3 (original): A system according to Claim 2,
2 wherein the numerical score is determined relative to at
3 least one of a content match and a categorical match.

1 Claim 4 (original): A system according to Claim 2,
2 further comprising:

3 a sorter to sort at least some of the identified
4 advertisements by the numerical score.

1 Claim 5 (original): A system according to Claim 4,
2 further comprising:
3 a selector to select at least some of the sorted
4 identified advertisements relative to a predefined
5 threshold.

Claims 6 and 7 (canceled)

1 Claim 8 (currently amended): A system including one or
2 more computers on a network for automatically targeting
3 Web-based advertisements, the system comprising:
4 an indexer to identify advertisements relative to a
5 query, wherein identified advertisements describe
6 characteristics relative to at least one of a product and
7 a service;
8 a scorer to score the advertisements according to
9 match between the query and the characteristics of the
10 identified advertisements;
11 a targeting component to provide at least some of
12 the advertisements as Web-based content;
13 a ranker to rank the identified advertisements using
14 a selection criteria and ordering at least some of the
15 ranked identified advertisements; and
16 a selector to select at least some of the ordered
17 identified advertisements relative to a ranking cutoff,

18 wherein the ranking cutoff is based on at least a product
19 of a fixed cost and a variable cost.

Claims 9 and 10 (canceled)

1 Claim 11 (currently amended): A system according to
2 Claim 8 ~~[[9]]~~, wherein ~~[[at least one of]]~~ the fixed
3 cost and the variable cost ~~[[is]]~~ are provided as part
4 of the characteristics of the identified
5 advertisements.

Claim 12 (canceled)

1 Claim 13 (currently amended): A system according to
2 Claim 2 ~~[[12]]~~, wherein the advertising creative is
3 provided as part of the at least some of the
4 advertisements.

1 Claim 14 (currently amended): A system according to
2 Claim 2 ~~[[12]]~~, wherein the advertising creative is
3 provided as at least one of a hint provided with at
4 least one such identified advertisement, predefined
5 text, a precomputed advertising creative, and a cached
6 advertising creative.

1 Claim 15 (currently amended): A computer-implemented
2 method for automatically targeting Web-based
3 advertisements, comprising:

4 identifying, by a computer system including one
5 or more computers on a network, advertisements
6 relative to a query, wherein identified advertisements
7 describe characteristics relative to at least one of a
8 product and a service;

9 scoring, by the computer system, the
10 advertisements according to a degree of a match
11 between the query and the characteristics of the
12 identified advertisements;

13 generating, by the computer system, an
14 advertising creative, based on at least the
15 characteristics of at least one such identified
16 advertisement, to include in the corresponding
17 advertisement; and

18 providing, by the computer system, at least some
19 of the advertisements as Web-based content.

Claim 16 (canceled)

1 Claim 17 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 determining, by the computer system, the
5 numerical score relative to at least one of a content
6 match and a categorical match.

1 Claim 18 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 sorting, by the computer system, at least some of
5 the identified advertisements by the numerical score.

1 Claim 19 (currently amended): [[A]] The
2 computer-implemented method according to Claim 18,
3 further comprising:
4 selecting, by the computer system, at least some
5 of the sorted identified advertisements relative to a
6 predefined threshold.

1 Claim 20 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15,
3 further comprising:
4 filtering, by the computer system, the identified
5 advertisements relative to at least one of a country,
6 locale, language, and daily budget.

1 Claim 21 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15,
3 further comprising:
4 ranking, by the computer system, the identified
5 advertisements using a selection criteria; and
6 ordering, by the computer system, at least some
7 of the ranked identified advertisements.

1 Claim 22 (currently amended): [[A]] The
2 computer-implemented method according to Claim 21,
3 further comprising:

4 selecting, by the computer system, at least some
5 of the ordered identified advertisements relative to a
6 ranking cutoff, the ranking cutoff being a product of
7 a fixed cost and a variable cost.

1 Claim 23 (currently amended): [[A]] The
2 computer-implemented method according to Claim 21,
3 further comprising:
4 evaluating, by the computer system, the selection
5 criteria based on at least one of a fixed cost,
6 variable cost, and random factor associated with one
7 or more of the identified advertisements.

1 Claim 24 (currently amended): [[A]] The
2 computer-implemented method according to Claim 23,
3 further comprising:
4 applying, by the computer system, at least one of
5 an acceptable fixed cost and an acceptable variable
6 cost as the selection criteria.

1 Claim 25 (currently amended): [[A]] The
2 computer-implemented method according to Claim 23,
3 further comprising:
4 providing, by the computer system, at least one
5 of the fixed cost and the variable cost as part of the
6 characteristics of the identified advertisements.

Claim 26 (canceled)

1 Claim 27 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15
3 [[26]], further comprising:
4 providing, by the computer system, the
5 advertising creative as part of the at least some of
6 the advertisements.

1 Claim 28 (currently amended): [[A]] The
2 computer-implemented method according to Claim 15
3 [[26]], further comprising:
4 providing, by the computer system, the
5 advertising creative as at least one of a hint
6 provided with at least one such identified
7 advertisement, predefined text, a precomputed
8 advertising creative, and a cached advertising
9 creative.

Claim 29 (canceled)

1 Claim 30 (currently amended): An apparatus for
2 automatically targeting Web-based advertisements,
3 comprising:
4 a) one or more processors;
5 b) one or more input devices; and
6 d) one or more storage devices storing
7 processor-executable instructions which, when
8 executed by one or more processors, perform a method
9 of:
10 [[means for]] (i) identifying advertisements
11 relative to a query, wherein identified advertisements

12 describe characteristics relative to at least one of a
13 product and a service;
14 ~~[[means for]]~~ (ii) scoring the advertisements
15 according to a degree of a match between the query and
16 the characteristics of the identified advertisements;
17 (iii) generating an advertising creative, based on
18 at least the characteristics of at least one such
19 identified advertisement, to include in the corresponding
20 advertisement; and
21 ~~[[means for]]~~ (iv) providing at least some of the
22 advertisements as Web-based content.

1 Claim 31 (new): The system according to Claim 2, wherein
2 the advertising creative generator further uses terms
3 from the query to summarize the at least one of a product
4 and a service described by the advertisement in the
5 generated advertising creative.

1 Claim 32 (new): The computer-implemented method
2 according to Claim 15, wherein the advertising creative
3 is generated using terms from the query to summarize the
4 at least one of a product and a service described by the
5 advertisement.

1 Claim 33 (new): The system according to Claim 2, wherein
2 the characteristics of at least one such identified
3 advertisement which the advertising creative is based on
4 includes at least one of (A) a merchant name, (B) a
5 product or service name, (C) a Uniform Resource Locator
6 address to identify online product or service
7 information, (D) a price of a product or service, (E) a
8 assigned category of a product or service, (F) a type of

9 product or service, (G) a classified category of a
10 product or service, and (H) a confidence level of a
11 classified category assigned to a product or service.

1 Claim 34 (new): The computer-implemented method
2 according to Claim 15, wherein the characteristics of at
3 least one such identified advertisement which the
4 advertising creative is based on includes at least one of
5 (A) a merchant name, (B) a product or service name, (C) a
6 Uniform Resource Locator address to identify online
7 product or service information, (D) a price of a product
8 or service, (E) a assigned category of a product or
9 service, (F) a type of product or service, (G) a
10 classified category of a product or service, and (H) a
11 confidence level of a classified category assigned to a
12 product or service.